

The Ever-Normal Granary and National Defense

Agriculture today is thoroughly prepared to meet the emergencies caused by the European War and to fit into plans for our national defense.

Many people have been concerned about the need for food both at home and abroad. Secretary Wallace, in his recent statement\* on the food situation in the United States firmly reiterated that the Ever-Normal Granary is giving us full protection. He said, "The Ever-Normal Granary has placed the United States in a position to be of utmost service to a suffering world when and if fears of famine and scarcity abroad become a reality."

Stocks of wheat and cotton in the Ever-Normal Granary are wholly adequate to take care of any demands for them. Huge supplies of corn in the Granary make it possible for us to increase production of livestock, poultry, and dairy products whenever necessary. In addition, we have ample supplies of meats, lard, dairy and poultry products, and fruit.

Along with the great plenty we have for our own people, for war relief and for reserves, we have the farmer committees of the AAA Farm Program. Through these committees, which have worked in more than 3,000 counties the past 7 years, this country's agricultural plant is vastly improved. And as long as farmers have the AAA Program, they will be in a position to meet whatever demands are made on them, in peace time and in times when this country must think in terms of national defense.

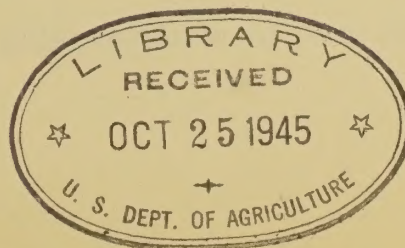
While there is an abundance of food supplies, this fact is not generally recognized by many people, particularly those in the cities. We in agricultural information work have a definite responsibility to inform the American public of their security in food and fiber.

In our information materials--press and radio releases and other types--we should emphasize that the Ever-Normal Granary is part of our country's first line of defense, that agriculture is ready to go the whole way in providing for our people, and for the food and fiber that people in Europe may need.

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A number of information materials are being prepared for use in the states on the Ever-Normal Granary. These include: (1) a semi-editorial piece which will be distributed through state AAA offices, (2) a short movie, (3) film strip, (4) poster, (5) a short series of newspaper mats. These are in process and will be ready for distribution very soon.

\*(U.S.D.A. press release No. 2250-40, "SECRETARY WALLACE ISSUES FOOD SITUATION STATEMENT." This press release has been distributed to the states and the information in it will be valuable for working into local releases.)







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Tips on Coming Events  
and Developments in AAA

1. A "Talk" with the Editor -- A recent summary of the AAA Farm Program which was issued to all editors in Arkansas might well serve as a pattern for similar information material in other states. The summary was not in press release form, but rather a detailed explanation of the program as it has applied to the State of Arkansas since 1933. Generally, this material could be just what you would tell an editor who knew nothing about the program, were you to sit down with him and have a long, friendly chat.

A suggested outline for such a summary:

- a. Although the AAA Program has meant (total sum of AAA payments since 1933) the greatest benefit to farmers of the state has been the conservation of the soil, for now and the future. Preserving and enriching the soil, and protecting its ability to produce food and fiber not only for farm families but town and city families as well, is the great achievement of the program.
- b. Explain the various parts of the AAA Farm Program and the purpose of each -- acreage allotments, crop insurance, marketing quotas, commodity loans, soil-building practices, surplus removal activities.
- c. Extent of participation of farmers in your state. Point out that participation is voluntary. And that such measures as marketing quotas must be approved by two-thirds of the farmers voting.
- d. Explain why conservation and parity payments are made -- to help farmers obtain a fair share of the national income, and to enable farmers to carry out soil-building practices. Give information about how farmers in your state have used their payments.
- e. Give figures to show how farmers have used soil-building practices important in your state.
- f. Explain the trend in the production of cash crops since 1936 when the first agricultural conservation program went into effect. Give allotments of chief cash crops, value of crops to the state, figures to show increased efficiency in producing these crops under the program, how farmers are using the acres taken out of cash crop production. Give acreages of principal soil-building crops now grown in the state, compared with the amount of such crops grown before the program began.
- g. Outline the state AAA set-up; explain the function of state, county and community committees.
- h. Explain how AAA works with other organizations in your state in meeting the farm problem.





2. Sugar Payments -- Local press and radio releases can remind growers who wish to receive conditional sugar payments on the sugar beet acreage they intend to abandon, that they should obtain the county committee's approval of such abandonment. The forms requesting approval of beet acreage abandonment are available in the county offices.

3. Automobile Sales -- An editorial recently published in the East Oregonian, farm journal, points out some interesting facts which offer additional evidence that farm and business prosperity are interdependent. The editorial says, "If you think that low farm prices affect only those actually on farms, you are not properly informed...."

"In 1933 the number of automobiles sold in the rural counties of Oregon, Washington and Idaho was 14,915. In 1935, the same counties bought 44,253 automobiles.

"In 1933 the metropolitan people of Seattle, Spokane, Tacoma and Portland bought 15,183 automobiles and in 1935, 29,954 automobiles."

The editorial, among other things, continues to point out that this transformation was brought about by better wheat prices, and recounts the progress made by the AAA Farm Program in that area. The information about automobile sales can be used in local press and radio releases and other material to show the relationship between farm income and business prosperity. State motor vehicle departments should have such data on a state basis.

4. Exhibits and Movies -- State fair exhibits will go on circuit July 20 on established schedules. Background posters have been shipped from the contractor and all states should have received them by now. The exhibit movie will be out by July 1, if not before. Production has started on a pasture movie in color and sound for use in the Northeast Region and the northern part of the North Central Region; it is expected to be ready for distribution in the fall, probably in October.

5. Flue-Cured Tobacco Referendum -- From now until the flue-cured tobacco referendum on July 20, a considerable variety of materials will be going to the flue-cured growing states. These materials will include a series of weekly news stories (some of which you may wish to use for daily newspaper distribution), two or three general speech outlines, farm radio flashes, and a 4-page publication which will outline the general situation. County and community meetings are being planned, and just before the referendum more general meetings are expected to be held.

6. Haying Stories -- Farmers of the Northeast Region will be at their busiest with haying operations, and local stories are suggested to show how application of lime and superphosphate have improved hay yields. Such stories could compare yields farmers were getting before they improved their land with fertilizer materials with the yields they are now getting. These stories could be illustrated with local pictures suggested in the picture section of the Calendar.







7. National Conference -- The program for the national conference has been drawn up and other arrangements completed. Plans are being made for special radio broadcasts over the National Farm and Home Hour in which a representative of each state will speak briefly on one of the 3 days of the conference, July 10, 11 and 12. Each representative will report briefly on an outstanding achievement of farmers in his state under the 1940 AAA Farm Program. Listeners will get much more out of these broadcasts by hearing the summaries from MANY states than from listening to just their own brief state report.
8. Terracing Feature -- The East Central Division suggests a feature story on terracing that can be used in other areas where this important soil-building practice is used. Such a feature could stress the means farmers can use for constructing terraces with home-made equipment, including the use of string levels for laying out terraces and home-made wooden drags. The story should explain the type of terraces farmers can construct with this equipment and compare them to those made with power equipment. The lead might be that farmers are teaching water to "walk" down the slopes where it can do some good instead of pouring into valleys where it carries off good top soil. Pictures for this story could show the types of terraces farmers make with home-made equipment.
9. Cover Crops -- In areas where winter cover crops are grown, local releases could stress: kind of cover crops farmers can use in growing them as a soil-building practice, seed available, the role of cover crops in soil conservation, and similar points.
10. New Publications -- Three new mimeographed publications which have important information for AAA workers will be out soon. One piece, "Foreign Farm Programs and American Defense," gives the background of developments in the domestic and foreign economic situations and how they have affected American agriculture, and what nationalism and war have done to our foreign trade. A second publication deals with Latin America and the opportunity for trade with those countries. The third publication is a set of 25 questions most commonly asked about AAA and the answer to them.

#### Suggestions for Radio Programs in the States

1. Radio Subject Matter: A tip to keep in mind is that the AAA is now old enough so that talks or releases on the philosophy of the program or mechanics of operation will not hold listeners, except possibly in policy talks based on specific events. It is necessary to discuss those matters, but it is better to bring them in with discussions of practical and timely matters. EXAMPLE: If it's necessary to have a general discussion of soil conservation in county, state, or region, the subject, "Farms for Future Farmers," would be better than "The AAA Farm Program and Soil Conservation." In case of a discussion on farm income, "What \_\_\_\_\_ (state) Farmers Are Buying," is a better approach than "How the Farm Program Helps Increase Income."







2. Farmer-Business Relationships -- The factual material in the state summaries on farm-business relationships now being sent out, or which have already been received, should make good material for radio releases and talks.

3. National Radio Series -- Three broadcasts in the current national AAA radio series, "The Farm Home--Today and Tomorrow," will be heard over the National Farm and Home Hour in July. The schedule: July 2 -- "A Farm Woman Looks at Parity Income," Idaho; July 23 -- "Home on the Range," New Mexico; July 30 -- "Things We Want," Nebraska. As pointed out previously, in this series farm women and farmer-committeemen report on problems of the farm home, and how farm people can make best use of the AAA Farm Program. Local promotion work on the series will be valuable, since these broadcasts have information of interest to not only farm men and women, but to town folks as well.

Note: A change in schedule as we "go to press" puts the Oklahoma broadcast on August 13 (instead of July 9); Maryland on August 20 (instead of August 13).

4. Post-Conference Broadcast -- So much good material came in from the states for the series of radio broadcasts mentioned in Tip No. 7 in the first section of the Calendar that these reports suggest a state radio broadcast which could be worked up when state representatives return from the national conference. The script for this could include the aims of the 1941 program as outlined in releases which will go out following the conference, and what they mean to your state. Such a program could also point out the problems of agriculture in your state and how farmers through their participation in this year's program are meeting them. Progress made by farmers this year could be pointed out as an indication of what farmers can be expected to do under the new program.

5. Farm-Business Prosperity -- The information from the East Oregonian, quoted in Tip No. 3 of the first section of the Calendar, could serve as a pattern for similar material which could be worked into radio interviews, for farm "flashes" and other radio information pieces.







## Suggestions for Local Pictures

1. People like the Pictures -- One of the cardinal rules for good pictures, the kind that attract attention even from the most casual of readers, is to have people in them. Witness the methods used by advertising agencies for attracting attention to their ads. While proofs and clippings of a number of good pictures have been coming into the national office, too many of them are minus people. Our main purpose in using pictures, as with other types of information, is to "sell" the subject -- practicality, etc. But it is a simple matter to get people into pictures. Proofs of two pictures from the states illustrate the point: The first picture showed a rather vast contour-furrowed field, with no background and nothing in the make-up for human interest -- just a monotonous succession of contour furrows. The second showed a close-up in a basin-listed field, with a committeeman pointing to the basins left by the lister. The latter picture served to illustrate the water conservation idea, and also had human interest.
2. Haying Pictures -- In the Northeast Region where hay is one of the most important farm crops, haying will be the principal farming operation of the month. This will be a good time to get haying pictures for use in local press releases and visual material prepared in connection with the conservation measures of the program.
3. Southern Region -- In the Southern Region, and other areas where cotton and tobacco are grown, July will be a good time to get pictures illustrating cotton and tobacco growing, production of food and feed crops and gardens. These crops will be in the peak of their growing season.
4. Summer Practices -- Pictures which may be taken in East Central states, and in others where the same practices apply, can show the plowing under of summer legumes, cover terracing units in operation, and home-made terracing units in action.
5. Ever-Normal Granary -- Throughout the remainder of the 1940 harvest season there will be opportunity in one area or another to take pictures illustrating the Ever-Normal Granary. Such pictures should have "angles" to bear out the facts mentioned in the paragraphs on page 1 of the calendar titled, "The Ever-Normal Granary and National Defense" -- that we have ample supplies in the Ever-Normal Granary for our own people, for war relief and to maintain adequate reserves.







Information on Developments  
in the Commodity Programs

Wheat: Farmers will be receiving 1941 wheat acreage allotments and normal yields chiefly in the winter wheat area.

The first loans on 1940 wheat will be made in the early harvest area.

Wheat parity payments in the winter wheat area will be nearing completion during July. Some parity payments are also expected to go out to spring wheat farmers.

The sign-up for the 1941 wheat plan for certification will begin July 1 in the North Central Region, for which the deadline will be August 31. (In other regions, check the State AAA offices for this information.)

Corn: County and state committees will be signing applications for 1940 corn parity payments.

A resealing program for 1939 and 1940 corn is expected to be announced early in July.

Cotton: County offices will be establishing farm normal yields for cotton. 1940 cotton parity payments will start to go out to farmers during the month.

Tobacco: As previously announced, the fluorocured tobacco referendum will be held July 20. Secretary Wallace will proclaim the quota early in the month. Plans for a special information program prior to the referendum have been drawn up and some materials have already been issued. (See section on Tins on Coming Events and Developments in AAA.)

Barley  
And  
Rye: In the western part of the North Central Region, and areas in other regions also, farmers will begin to receive barley and rye loans.

Sugar: More intensive effort is being made this year to check sugar beet grower compliance with the child labor provisions of the sugar program than in any year since the Sugar Act was passed in 1937. Consequently, it might be advisable to again call the attention of growers to the fact that if they want to receive conditional payments they may not hire, nor permit to work, children under 14, nor may they work children between 14 and 16 more than 8 hours daily. Children of persons who are legal owners of not less than 40 percent of the sugar beet crop are exempt from this ruling.





## Crop Insurance:

The sale of 1941 crop insurance will begin in the winter wheat areas about July 1.

Final adjustments on 1940 losses will be made in the winter wheat area, and early adjustment will begin in the spring wheat area.

The Crop Insurance Corporation has made arrangements to provide state committees with weekly reports showing the cumulative total of indemnity payments disbursed to growers, the acreage on which claims have been paid, and bushels of indemnity paid. This current information, showing the extent to which unavoidably lost wheat income is replaced, should be useful in state and county press and radio releases. The reports will continue as long as a large volume of new claims is received from the states.

## Performance:

East Central Region -- Performance work will be underway in all counties, and checking in connection with the conservation and parity payment programs will progress beyond the half way mark in all cotton and most tobacco counties.

Northeast Region -- Schools for farm checkers will be completed and the check of performance will begin.

North Central Region -- The first check of performance under the 1940 program will be finished in July.

Southern Region -- Most performance work will be completed except for spot checking.

Western Region -- Performance work will be well underway in all areas.

## Soil- Building Practices:

Northeast Region -- Practices which farmers may carry out in July include top-dressing of hay land, seeding green manure crops, and establishing new seedings.

North Central Region -- Farmers may carry out the following practices in the region: application of lime to stubble ground after small grain harvest, construction of reservoirs and dams, building temporary dams, terracing and contour-farrowing (depending on moisture conditions), preparation of the soil for fall seedings of legumes and grasses, weed control practices, listing or pit cultivation for wind erosion control, and summer fallowing.





Southern Region -- Application of lime and superphosphate to pastures, and construction of dams and reservoirs in the Texas and Oklahoma range area are practices for July.

Western Region -- The main practices which will be underway in July include: fallow practices, reservoir construction, tree maintenance, deferred grazing, and rig-rapping along active streams.

East Central Region -- Application of lime and superphosphate, terracing, and plowing under green manure crops are practices farmers may follow in July.

Speeches,  
Meetings  
and  
Miscellaneous

East Central Region -- Educational meetings for county and community committeemen, and farmer community meetings are to be held throughout the flue-cured tobacco area prior to the referendum.

Special radio broadcasts will be made in the flue-cured area, also.

Northeast Region -- The regional conference of state committeemen, executive officers and extension directors will be held in Trenton, N. J., July 8 and 9.

Delivery of grant of aid materials for fall use will begin late in July.

The 6-month regional radio series will begin over WGY, Schenectady, July 18, when county committeemen from Schoharie County, N. Y., will broadcast a program titled, "What Has Happened to Our Farming?"

North Central Region -- Distribution of all state and county fair exhibits will be completed in July.

Southern Region -- The Southern Region conference at which suggestions for the 1941 program will be considered is scheduled for July 8 and 9, in Washington, D. C.

County offices will be establishing 1940 farm normal yields for cotton, peanuts, rice and potatoes. They will also issue marketing quotas on cotton, and notify producers of wheat acreage allotments for 1941.

Normal wheat yields for 1941 and premium rates under the crop insurance program will be established.

Preliminary work on 1941 state handbooks is well underway in Washington.





Western Region -- The Great Plains Agricultural Council will meet in Estes Park, Colo., July 22-24. The AAA sub-committee of this group will convene at that time, also.

Representatives of the western states will attend the Western Region conference in Washington, July 8 and 9, prior to the national conference. They will meet with Southern Region representatives in Alabama and Georgia on July 5, 6 and 7, enroute to Washington.

A 4-page leaflet summarizing recent operations under the wheat program is at the printing office and will be distributed to wheat states in July.

A conference for considering plans for a special 1941 conservation program designed to meet Southern Great Plains problems will be held July 19 and 20, in Dalhart, Texas. Representatives of five nearby states will attend. On August 12 and 13, a similar conference with representatives of counties in the special program area will be held at Goodwill, Okla.

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